

Kid's Korner Pizza

On March 26, 1994, downtown Rice Lake's favorite sub and pizza shop burned to the ground, nearly taking adjacent buildings with it. The next few weeks were a time of soul-searching for the new owners of Kid's Korner Pizza, Walt and Mary Miner. At the time of the fire, the shop was doing record sales. The Miners eventually decided to rebuild at their established site. They worked with Brunette Construction, who encouraged them to visit other new restaurants when planning for the design of their establishment. The Miners wanted a restaurant that was unlike any in the area yet would complement the existing traditional building stock in downtown Rice Lake.



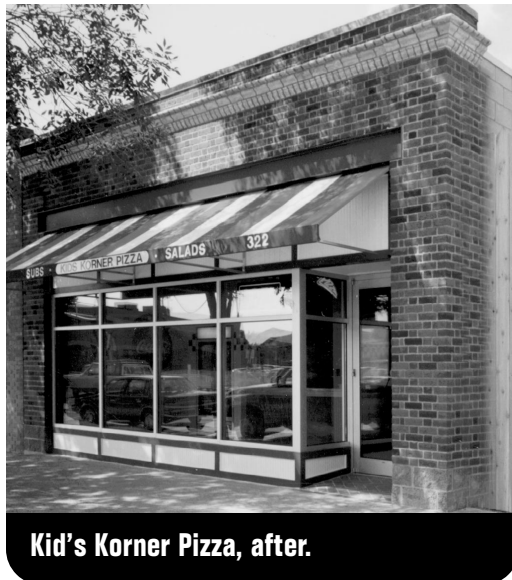
Kid's Korner Pizza, before.

people. The exterior was brick capped with a stone cornice. Traditional kickplate panels were built, and large

The end result was a unique interior atmosphere with an ordering counter, menus on blackboards, and seating for approximately 25

storefront windows were installed to provide natural light and visibility to pedestrians. A striped awning and valence signage completed the incorporation of traditional storefront components in this new construction.

The Kid's Korner project used a Main Street low-interest loan. Though new construction generally is not eligible for such a loan, the Main Street



Kid's Korner Pizza, after.

Program convinced local financial institutions that financing the cost difference between a block storefront and an appropriate brick building was as important as financing a façade renovation. The extra financing made the traditional storefront possible.

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For more information, call the Wisconsin Main Street Program at (608) 266-7531.

